

**BA (Hons) Digital Marketing****DIGIMKT**

<b>Duration:</b>	3 years full-time
<b>Total credit rating:</b>	360
<b>Course code:</b>	N904
<b>Award:</b>	BA (Hons) - 360 credits
<b>Subsidiary awards:</b>	BA (Ordinary) - 300 credits Dip HE - 240 credits Cert HE - 120 credits

**Level 4** – with effect from September 2020

Please refer to the Prospectus for entry requirements

<b>Core:</b>	<b>Students are required to take:</b>		
MFC4003	Professional Development	Sem 1 & 2	30 credits
MFC4013	Digital Design	Sem 1 & 2	30 credits
MFC4023	Core Production Skills	Sem 1 & 2	30 credits
BMM4113	Digital Marketing Fundamentals	Sem 1 & 2	30 credits

**Level 5** – with effect from September 2021

Entry requirements: 120 credits from Level 4

<b>Core:</b>	<b>Students are required to take:</b>		
MFC5003	Professional Placement	Sem 1 & 2	30 credits
MFC5333	Online Community Management	Sem 1 & 2	30 credits
BMM5073	Digital Marketing Communications	Sem 2	30 credits

<b>Options:</b>	<b>Students are required to choose 30 credits from:</b>		
MFC5113	Interactive Storytelling	Sem 1 & 2	30 credits
BMM5003	Services Marketing ( <i>not available for study 2022/23</i> )	Sem 1 & 2	30 credits
MFC5023	Digital Visualisation: Concept to Practice	Sem 1 & 2	30 credits

**Level 6** – with effect from September 2022

Entry requirements: 120 credits from Level 5

<b>Core:</b>	<b>Students are required to take:</b>		
MFC6003	Professional Project	Sem 1 & 2	30 credits
BMM6073	Digital Marketing Strategy and Analysis	Sem 1 & 2	30 credits

<b>Options:</b>	<b>Students are required to choose 60 credits from:</b>		
MFC6023	Transmedia Production	Sem 1 & 2	30 credits
MFC6033	Digital Studio	Sem 1 & 2	30 credits
JOU6043	PR and Promotions	Sem 1 & 2	30 credits
MFC6193	Creative Project	Sem 1 & 2	30 credits